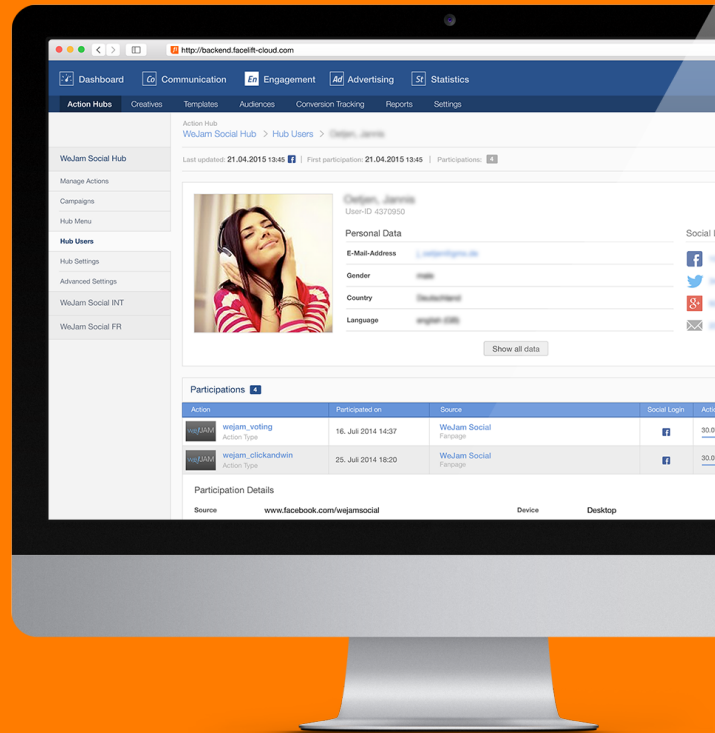


PRODUCT SHEET SOCIAL CRM

September 2016



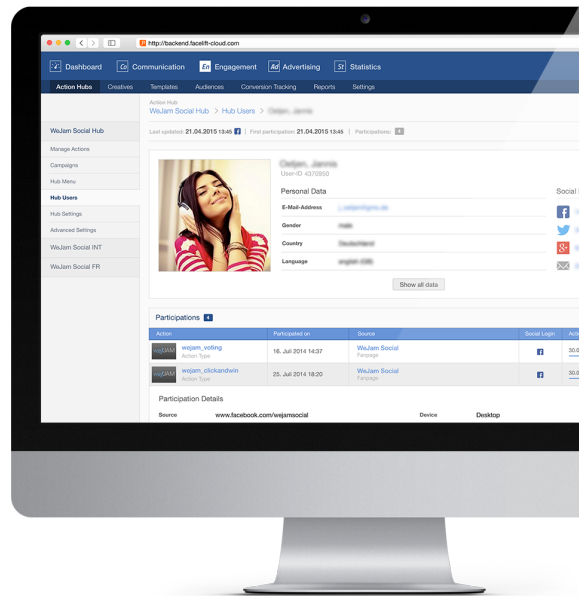
All data combined in a unique Social CRM

Use a consolidated database to reconnect with your fans and customers

For the first time ever on a platform, it is now possible to bring data together from different parts of social media activities to a single data point. The result is the first exclusive Social CRM as an entire module of the Facelift Cloud.

What makes it so unique? The Facelift Cloud has a consolidated database across all channels, campaigns and activities. The social media user IDs and email addresses serve as a unique identification of the user, simplifying personalised targeting actions.

The most recent user data is available to you, by granting permissions from the social logins of Facebook, Twitter and Google. If the users name, their interests or place of residency has been changed, you will realise it instantly. Naturally, user profiles do not always contain information that is relevant for brands. Therefore, you have the possibility to request additional individual user information through the Engagement module's "Microsites", making the personalised user profiles perfect.



Completely compliant concerning data privacy

The major difference between the Facelift Cloud and other providers is that we ensure full data privacy in compliance with German banking standards. The Facelift Cloud is the only all-in-one solution with an ISO-27001 certification, and therefore complies to the highest IT security standards. Furthermore, the functions can be flexibly activated and deactivated, to ensure your settings comply with your companies' individual data privacy guidelines.

Diverse data-mining options

Once the valuable user data has been obtained, it then needs to be refined and applied to specific campaign purposes. The Facelift Cloud offers a variety of filters, searches and data-mining options, to form individual audiences. You can then use this data for email and custom audience campaigns on Facebook.

Furthermore, the Facelift Cloud provides a depiction of the customer journey and analyses data such as user behaviour, geographic origin, used devices and browser versions. The time period to be analysed can be customised and can be then released in individual reports. The data can then be released in individual reports. For the creation and imaging of reports, the Dashboard repeatedly plays a decisive role enabling the flexible and simple analyses of data.

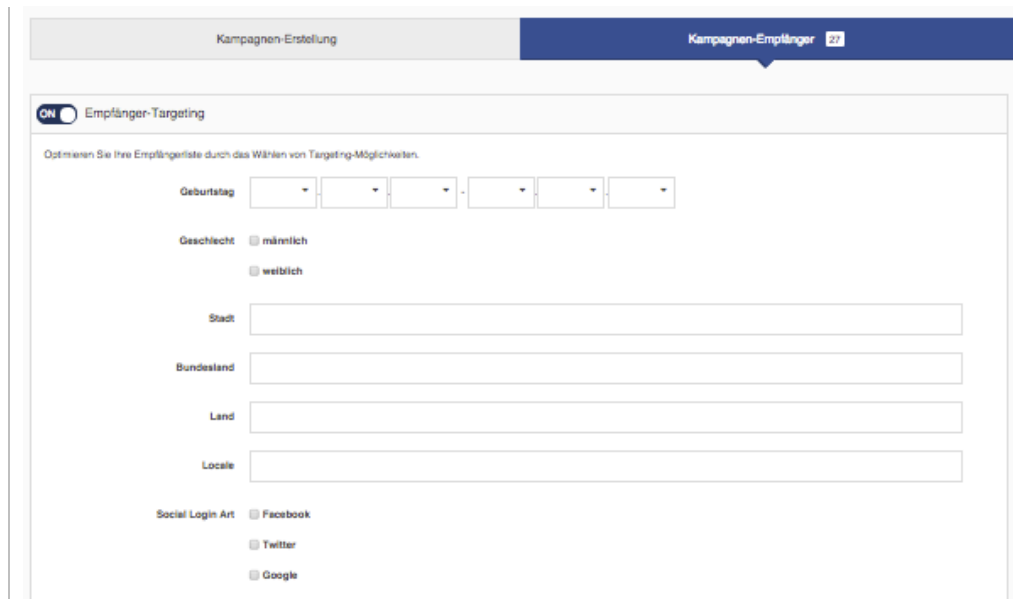
In addition, all acquired user data can be transferred to third-party systems such as newsletter, CRM, or other business intelligence solutions via bulk-upload or real-time, to make the data available across the entire organisation.

Construction of your own Social CRM

All actions that you create in the Engagement module provide data that can be predefined about every participant. As well as creating standardised queries, you can also integrate your own individualised queries at every step of the actions' creation process. The data is accumulated in the same location thanks to a distinct profile assignment, and is constantly kept up to date by the participant himself. Already delivered data is verified and updated if, for example, the email address has been changed.

Retargeting for customer loyalty

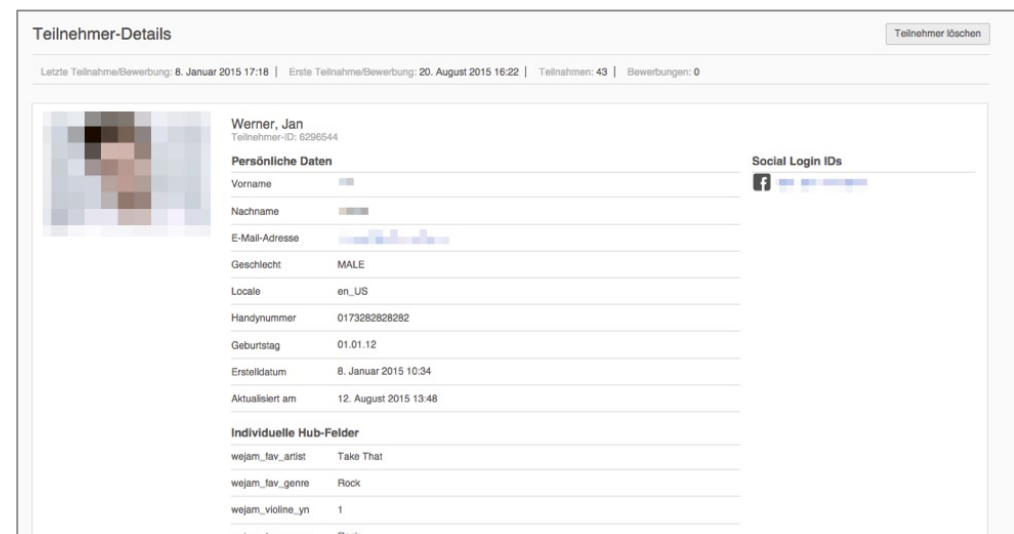
Define your target groups in the existing CRM and contact them directly via email or Facebook notification. Filter for demographic or individually prompted data. Use the exportable custom audiences for the inclusion or exclusion when creation your advertising targeting and redirect predefined participants to new actions or send news to chosen groups.



Campaign setup for retargeting

Valuable information for your customer service

As a fully integrated module, the Social CRM also works together perfectly with the other areas of the Facelift Cloud, for example the Trendwatch module. This allows the customer service team to inform themselves about contact histories with every single user and can, if necessary, look through the users' preferences. This results in an improved, faster, and streamlined customer service. Naturally, you can also utilise valuable influencers in a profitable way for your organisation.



User profile within your Social CRM

- The eight advantages that the Social CRM of the Facelift Cloud has to offer:**
1. Merge and harness generated data in a **central location**
 2. Accumulate publicly available, already gathered and newly individual data
 3. Generate **custom audiences** and the best possible **targeting** through inclusion and exclusion
 4. Quick access to all **details** of users and user groups
 5. Current data is permanently available through **dynamic user profiles**
 6. Alignment and expansion of already existing databases
 7. Data storage in compliance to **German banking standards**
 8. Cross-platform identification of specific participants

About Facelift

With around 200 employees and 1,200 customers, Facelift is one of the leading providers of social media marketing technologies in Europe. Facelift Cloud is a multi-certified software solution provided by Facelift, with all components for professional social media marketing at an enterprise level – perfect for the most important social channel: Facebook. Facelift Cloud is hosted entirely in Germany. It is ISO 27001-certified and complies with the highest IT security standards. Facelift is part of the “Facebook Marketing Partner Program”. To supplement its range of technology, Facelift Media offers companies and agencies full service media for Facebook and Twitter advertising.

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